

## ABSTRACT

## DATA DELIVERY THROUGH BEACONS

5           A communications system comprises at least one beacon device  
capable of wireless message transmission and at least one portable device  
capable of receiving such a message transmission. The beacon is arranged to  
broadcast a series of inquiry messages each in the form of a plurality of  
predetermined data fields arranged according to a first communications  
10       protocol, such as Bluetooth. For the delivery of additional data via broadcast,  
and in particular data including location information, the beacon adds to each  
inquiry message prior to transmission an additional data field carrying  
broadcast data, with the portable device receiving the transmitted inquiry  
messages including the location data and reading the broadcast data from the  
15       additional data field.